

First Qatar Airways store begins trading at Hamad International Airport



The Qatar Airways Travel Boutique opening took place at Hamad International Airport, officiated by Qatar Airways Group Chief Executive, His Excellency Mr Akbar Al Baker

Qatar Airways and Qatar Duty Free unveiled the first-ever Qatar Airways Travel Boutique on January 9 at the airline's home hub, Hamad International Airport (HIA), marking the carrier's first-ever brand shop.

Complete with burgundy lighting, curved walls, a Business Class desk and an A380 First Class seat to experience, the shop is designed to enable customers to feel as though they have stepped onboard a Qatar Airways aircraft.

The grand reveal of the one-of-a-kind boutique took place at an exclusive event at HIA, officiated by Qatar Airways Group Chief Executive, His Excellency Mr Akbar Al Baker.

VIPs in attendance included the Qatari Ambassador to Germany, His Excellency Sheikh Saoud Bin Abdulrahman Al Thani; the German Ambassador to Qatar, His Excellency Mr Hans-Udo Muzel; Hamad International Airport Chief Operating Officer, Eng. Badr Al Meer; and Qatar Duty Free Vice President Operations, Mr Thabet Musleh.

The unveiling was attended by VIP guests, including General Manager of Al Sadd Sports Club, Mr Turki Al-Ali; professional football players from the German football club FC Bayern München, Kingsley Coman, Mats Hummels, Niklas Süle; and football star Gabriel Arenas from the Qatar football club Al Sadd Sports Club.

Qatar Airways Group Chief Executive, His Excellency Mr Akbar Al Baker, said: "Qatar Airways is delighted to launch our first-ever boutique to engage shoppers in a unique way by enabling them to enjoy the Qatar Airways experience on the ground. We are excited to launch this new retail concept at our magnificent home and hub, Hamad International Airport, a further testament to our vision of redefining the perfect travel experience for our travelers."

Qatar Duty Free Vice President Operations, Mr Thabet Musleh, said: "We are proud to launch such a unique concept to our customers, enabling them to experience the unique luxury of Qatar Airways.

"This boutique takes shopping to the next level, where customers can experience an A380 First Class₁

seat, grab the latest football strip from one of the world's top global teams, play their own penalty shoot-out and shop from an exclusive range of branded travel essentials, including a high-end luggage collection, a kids' range of travel games and accessories. This truly is the embodiment of an experience worth traveling for."